

# Tobacco Tid-Bits

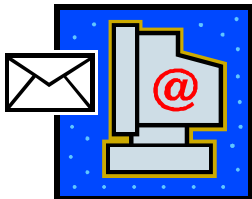
Tobacco Free Coalitions of Clark County and Skamania County  
Clark County Health Department • Tobacco Prevention Program

Issue 52

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## Tobacco Tid-Bits will Become an Electronic Newsletter

The last Tobacco Tid-Bits you will receive in your mailbox will be the December 2004 issue. But fear not, this is not because Tobacco Tid-Bits is going away but rather the newsletter is going electronic. This will save on printing and postage costs and allow us to broaden our readership. In an effort to make this a smooth transition we are beginning to gather e-mails now for our distribution list. Please send your e-mail address to: Theresa Cross: [Theresa.Cross@clark.wa.gov](mailto:Theresa.Cross@clark.wa.gov).



## Gathering Input for the Strategic Plan for Tobacco Prevention and Control

The Tobacco Prevention and Education team is currently working on a strategic plan for tobacco prevention and control in both Clark and Skamania Counties. This involves determining a set of priorities that will guide the tobacco prevention and education activities over the next three years. The purpose of the planning is to "focus activities and resources on community selected outcomes and enhance partnerships between local tobacco programs and community stakeholders," according to Terry Reid, Program Manager, Tobacco Prevention and Control Program, Washington State Department of Health. This is a required activity for all tobacco program community contractors throughout the state and completed plans are due by the end of December. Meetings are being held with key stakeholders in both counties to create our local plan, and input will be sought from coalition members at the September 14 coalition meeting in Clark County and the September 30 coalition meeting in Skamania County. Contact: James Lanz: 360.397.8416

## Skamania Achieves 100% Compliance in Recent Retailer Checks

In July, ten Compliance Checks were conducted throughout Skamania County and every retailer visited abided by the law. That is a 100% compliance rate for those retailers visited! The Clark County Health Department is conducting a series of checks from July 2004 to June 2005. Each retailer will be visited three times during this period. Some stores are being proactive in dealing with potential tobacco sales. Main Street Convenience Store manager Bill Dolan invited Clark County Health Department health educator James Kissee to provide an hour long education training to his 12 member staff. The training consisted of a Tobacco 101 course, checking ID properly and tobacco education materials. The clerks were also taught to look for older youth (18-20) who may buy cigarettes for teens under 18 in the parking lots. "Clerks will keep a close eye on this problem and will refuse to sell if they think the older youth are buying for younger students," said Kissee. It is illegal to purchase tobacco products for anyone under 18 years of age and it can carry a fine of up to \$5,000. Contact James Kissee: 360.397.8214

## TOFCO asks for Public Support as Funding Runs Out

The Tobacco-Free Coalition of Oregon (TOFCO) has been going through some significant changes recently. TOFCO was a project of the American Heart Association for 10 years and almost exclusively funded by the Robert Wood Johnson Foundation. Now it has become an independent non-profit organization. TOFCO, along with other state coalitions is also faced with drastic cuts in available grant funds from the Robert Wood Johnson Foundation. While the remaining staff apply for grants and sponsorships, they are continuing their vital work in the tobacco control policy arena. TOFCO's current grant runs out soon and it will take time to secure more funding. They are asking for the public's support to continue with their important work. For more information on how you can help log on to: [www.tobaccofreeoregon.org](http://www.tobaccofreeoregon.org) and click on "donate now."

## Be on the Lookout for Illegal Signs

Tid-Bits readers can help make sure the tobacco industry is adhering to the Master Settlement Agreement (MSA) by reporting any advertising violations you see. The MSA between states' attorneys general and the tobacco industry spells out prohibitions for certain tobacco advertising, in addition to providing funds for tobacco prevention and education. Tobacco billboards and signs are prohibited in arenas, stadiums (both indoor and outdoor), shopping malls and video arcades. Tobacco signage that can be seen outside, whether posted on the outside of a building or inside and facing out, cannot exceed 14 square feet. This includes signs measuring larger than the following dimensions:

- ◆ 1 ft x 14 ft, or
- ◆ 2 ft x 7 ft, or
- ◆ 3 ft x 4 ft, 8 inches, or
- ◆ 3 ft, 5 inches x 4 ft.

Even a mosaic of signs (a bunch of little signs together, not necessarily all the same brand, sign, or logo) cannot exceed the 14 square feet requirement. Adult-only facilities such as bars, taverns, and casinos can post signs outside but they cannot stay up longer than 14 days. Pay close attention to tobacco signs posted at fairs and rodeos; these venues have been the site of reported violations. Furthermore, tobacco advertising is prohibited on or within public or private vehicles such as taxi cabs or private cars. Advertising cannot be placed at or within a bus stop, taxi stand, or transportation waiting area such as a train/bus station, or airport. If you see a violation to these rules, you are asked to follow through by taking a photo (either digital or scanned picture) of the violation noting the date, time and location of the incident, and contacting Theresa Cross at the Clark County Health Department, 360.397.8215 x 3178 or [Theresa.Cross@clark.wa.gov](mailto:Theresa.Cross@clark.wa.gov). Please provide your name and phone number so that she can follow up with you, if needed.

## Girl Scouts Earn Anti-Tobacco Patches

Every Girl Scout knows there is nothing more exciting than earning a badge to sew on their uniform. That made the Clark County fair a lot of fun for Columbia River Girl Scout Troop #494. Eight troop members provided tobacco education materials at their booth, earning them an activity patch and community service hours they can put toward the coveted Silver Award. But this was more than just a community service project for the girls according to Wendy Patterson, one of the troop leaders. "They felt like they really connected with some adults who were interested in quitting smoking and they helped them and felt really good about it," said Patterson. The adults were very responsive to the 8th grade girls in the troop, perhaps because they felt more approachable than asking for help and information from another adult, said Patterson. Partnering with existing organizations to create community awareness around tobacco issues is an important part of the Clark County Health Department's Tobacco Prevention and Education Work Plan. The Health Department paid for the patches and the Girls Scouts reached out to the community in a fun and unique way. Contact: James Kissee: 360.397.8214



**Clark County Health Department**  
2000 Fort Vancouver Way  
Vancouver, WA 98663

## Youth Training

A Youth Advocacy Workshop Training is coming up October 6. The workshop will be held at the Water Resources Education Center in Vancouver from 8-3:30 PM (see calendar). Students from Clark, Skamania, Klickitat, Cowlitz and Wahkiakum county schools will learn about Tobacco 101, local government, how to create and change local policies, team building, and how to develop an action plan. The workshop will be conducted by Kenya Masala, a nationally known trainer from Texas. Masala uses a fun, energetic, hands-on approach. BREATHE members will present on how to work with local cities to implement smoke free parks. The workshop is sponsored by the Clark County Health Department and ESD 112 and the following partners have provided assistance: the American Cancer Society, Clark County Substance Abuse Prevention, DSHS/Division of Alcohol and Substance Abuse, Vancouver-Clark Parks and Recreation, and DOH. There is a limited number of students who can attend. *Contact James Kissee 360.397.8214.*

## New Community Stop Smoking Class Offered for Youth

For the first time in many years a new community tobacco cessation class is being offered that gives all youth an avenue to quit smoking while also providing an alternative to ticketing and suspensions. Educational Services District 112 (ESD 112) is offering the class called Tobacco Education Group (TEG), which is intended for adolescents who need intervention with their tobacco use. The target group for this class is youth who do not attend school as well as youth who are in school but who do not have a tobacco intervention program at their school. "The goal is to provide adolescents with information and support regarding the dangers of tobacco products and help them to make healthier choices and positive lifestyle changes," said Sherri Boylan, Tobacco Cessation Specialist with ESD 112. There is no charge for attending TEG and it is open to all adolescents who need this program but can not get it at their school. The fall class schedule begins September 16. Contact: Sherri Boylan 360.750.7500 x133

## News From Skamania County

- The Tobacco Free Coalition of Skamania County will meet next on September 30 (see calendar). Items on the agenda will include: providing input on the Strategic Plan for Tobacco Prevention and Control for Skamania County, M.A.S.H. plans for the 2004-05 school year, and forming a planning group for Great American Smokeout activities.
- 209 middle and high school students jammed to tunes provided by a disk jockey from Portland radio station Jammin 95.5 FM at the Rock Creek Center Annual Outdoor Fair Dance on Aug 14. They also enjoyed the tobacco prevention materials that were distributed at the dance, publicizing the Department of Health's youth tobacco prevention website (UnfilteredTV.com).
- A new workgroup has met several times to discuss youth tobacco possession. Their goal is to create cessation alternatives for youth when they are cited by law enforcement for tobacco possession. It's a collaborative approach that includes the Clark County Health Department, Educational Services District 112, the Skamania County Juvenile Department, and Stevenson High School. The contact person for this effort is Deb Drandoff at ESD 112, 360.750.7500x303.
- As the Dolce Skamania Lodge Restaurant and Lounge celebrates over a year of being smoke-free, Human Resource Manager Tammara Tippel comments on the changes: "We are very happy with our decision to go smoke free. The Lounge was the last area where smoking was still allowed and it just made sense to go all the way. Many of our staff are long term employees and are non-smokers. They were very vocal in their unhappiness with having to work in a smoke filled environment throughout the years. Now, we hear how they are much happier and healthier not having to work in the smoke clouds. It has not affected our business levels in any noticeable way. Most people appreciate the clean air while they are eating or enjoying refreshments. The housekeepers notice that the windows are easier to clean."
- 5 MASH volunteers had fun staffing the Coalition's booth at the Skamania County Fair in August. They answered questions and provided tobacco cessation materials to fair-goers (right).



MASH booth at the fair

**Tobacco Quit Line**  
**877-270-STOP**  
toll-free 7 8 6 7  
**QUITLINE.COM**

## CALENDAR OF EVENTS

- 8/28 North County Health Fair**, 10-3 PM, Battle Ground. Will include tobacco cessation materials. Contact: Maureen Taylor 360.397.8215 x3108
- 9/8 BREATHE youth task force meeting**, 3:30-5 PM, Clark County Health Department. Contact: James Kissee, 360.397.8214
- 9/9 Schools Task Force meeting**, 7:30-9 AM, Clark County Health Department, Garden Conference Room. Contact: Deb Drandoff ESD 112, 360.750.7500 x303
- 9/9 DOH, ESD 112 Regional meeting**, 9:30-3:00 PM, ESD 112 Conference Center, Vancouver. Contact: Deb Drandoff, 360.750.7500
- 9/10 Secondhand Smoke Task Force meeting**, 1:30-3 PM, Clark County Health Dept. Contact: Theresa Cross, 360.397.8215 x3178
- 9/14 Tobacco Free Coalition of Clark County**, 2:30-4:00 PM, Medical Office Building 100 E. 33rd St. Vancouver, 2nd floor, Fir-Willow room. Contact: James Lanz: 360.397.8416
- 9/23 BTIS Trainer and Instructor Retreat**, Doubletree Hotel Seattle Airport, 18740 Pacific Highway S, Seattle. Contact: Joni Greathouse, Tobacco Prevention Resource Center 206.447.9538
- 9/30 Tobacco Free Coalition of Skamania County**, 3:30-5 PM, Skamania County Sheriff's Dept. Contact: James Lanz: 360.397.8416
- 10/6 Youth Advocacy Workshop Training**, 8-3:30 PM, Water Resources Education Center. Contact: James Kissee, 360.397.8214